

Integrating Freight into Downtown Life

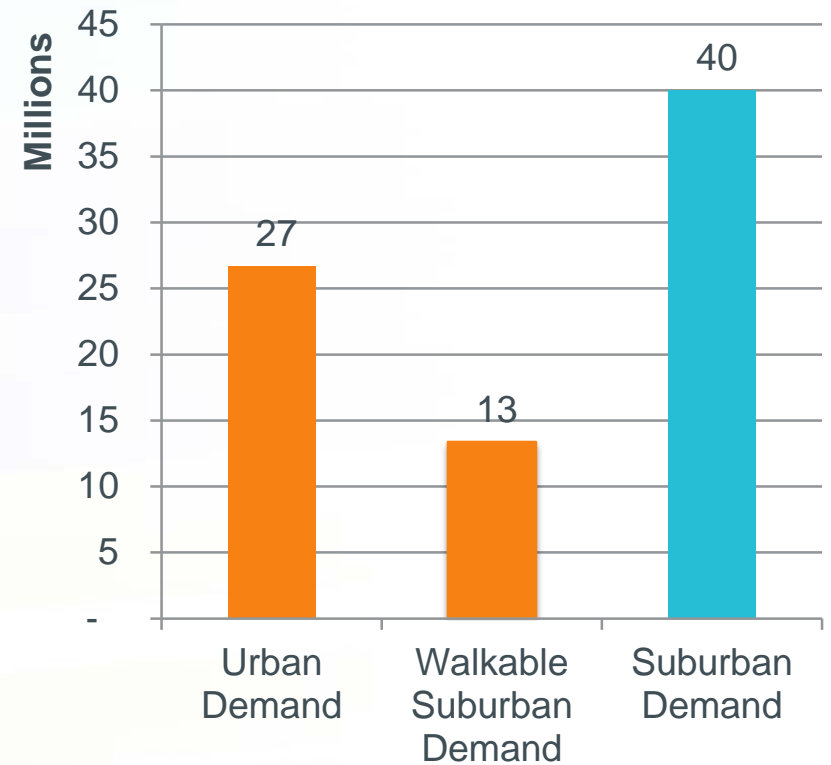
Presented by
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Downtowns and Smart Growth Communities



Housing Preference Among Millennials



Source: Porter-Novelli.

Freight Supports Livability of our Communities



Manufacturing



Retail, restaurant,
institutions



Warehousing/ Distribution



Direct-to-Consumer
delivery

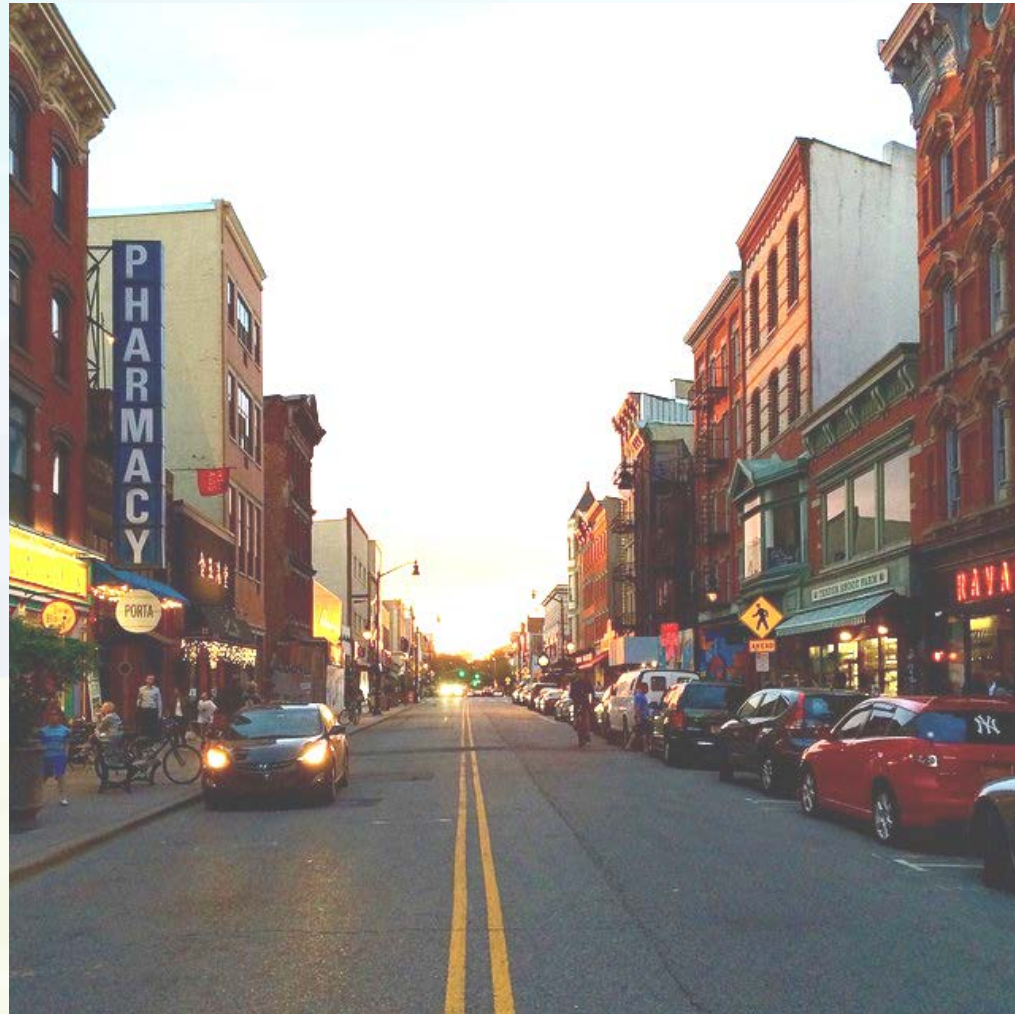


Construction



Waste collection,
recycling, and disposal

Example: Newark Av., Jersey City, NJ



Example: Newark Av., Jersey City, NJ



Photo credit: The New York Times Company, 2016

Example: Newark Av., Jersey City, NJ



Common Conflicts and Issues: Large City Downtowns

- “It’s a Jungle Out There”
 - » Street and intersection geometries
 - » Few off-street loading areas
 - » Congestion and traffic mix
 - » Competition for curb space (loading, parking, transit, bicycle/ped infrastructure)
 - » Noise
 - » Emissions
- All of these factors can impact cost, speed, and reliability of freight movement



Common Conflicts and Issues: Issues Unique to Smaller Scale Urban Environments

- Receivers may be the “exception” in the regional service territory
 - » Difficult for carriers or integrators to justify changing logistics or vehicles for one or two urban stores
- Municipal parking and operations rules may differ from rest of the service territory
- “Main Street” is often a county or state highway
- Limited local govt capacity to engage all stakeholder groups, understand issues, and identify/implement solutions



Stakeholders, Relationships, and Opportunities for Coordination

Stakeholder Group	Roles
Municipal Departments or Agencies	Leads: Municipal land use planning, corridor/sub-area plans, zoning, site plan review, parking management, designing/managing local streets, community issues
Regional and State Transportation and Planning Agencies	Leads: State and regional freight plans, corridor/sub-area plans, TIP and STIP project selection, funding programs, technical guidance to local jurisdictions Supports: Municipal planning and zoning, private development, private freight operations
Federal Agencies	Leads: Emissions standards, incentive programs, technical guidance Supports: State and regional freight plans, TIP and STIP project selection
Private Developers and Financiers	Leads: Development proposals and design Participant: Site plan review Supports: Municipal zoning
Private Shippers, Carriers, and Logistics Companies	Leads: Private freight operations, tech solutions Supports: State/regional/corridor freight plans, zoning
Community Groups	Supports: Municipal plans, corridor/sub-area plans, zoning, freight operations

Best Practices

Designing places and streets

Managing parking and loading zones

Promoting safe and efficient logistics

Designing Places and Streets

- Encourage/require off-street loading zones for new mixed-use buildings
- Establish curbside commercial loading zones
- Employ treatments to promote safe operations in bike/ped environment



Managing Parking and Loading Zones

- Enforce curbside loading zone rules
- Enforce idling rules
- Consider time-of-day restrictions
- Expand driver/bike/ped safety education



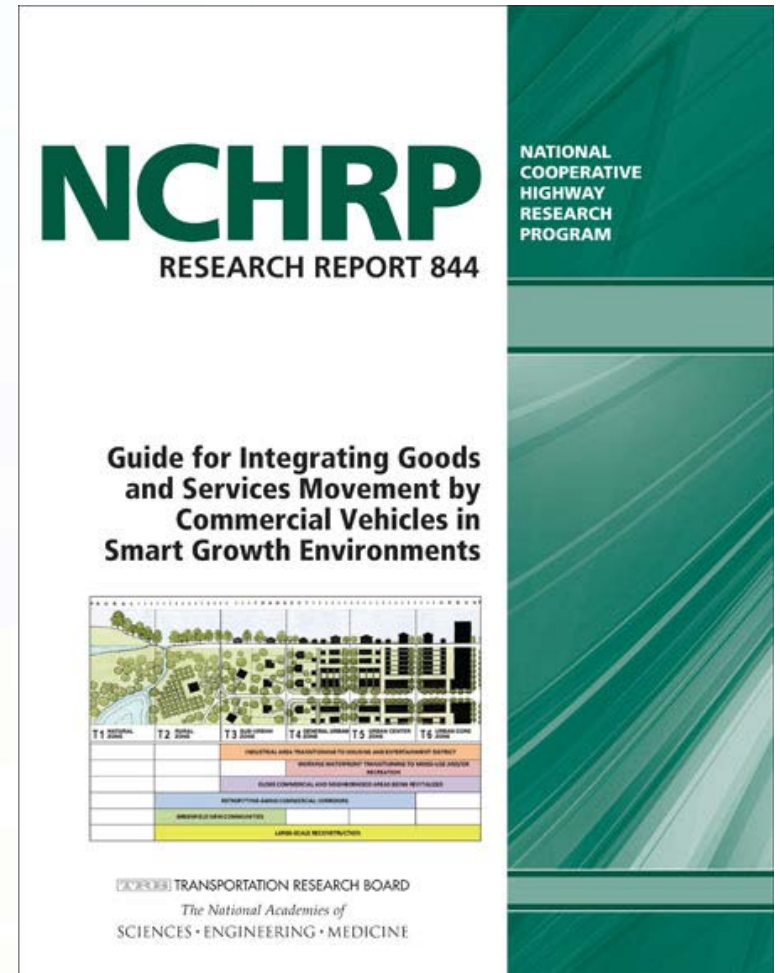
Safe and Efficient Logistics

- Change the fleet
 - » Lower or zero-emission vehicles
 - » Smaller vehicles
 - » Non-motorized vehicles
- Safety retrofits
 - » Side-guards



New Transportation Research Board Resource

- NCHRP Report 844: Guide for Integrating Goods and Services Movement by Commercial Vehicles in Smart Growth Environments
- The Guide helps readers to understand:
 - » Common issues and conflicts pertaining to freight and smart growth;
 - » How those issues and conflicts manifest themselves in different environments; and
 - » Strategies and actions stakeholders can take to better integrate goods and services movement by commercial vehicles in smart growth environments.
- <http://www.trb.org/Main/Blurbs/175482.aspx>



Thank you!

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